

Ministry of Tourism, Culture and Sport

TOURISM FUNDING AND PARTNERSHIP OPPORTUNITIES

Celebrate Ontario

Supports new/existing festivals and events with programming enhancements marketing campaigns that increase tourist visitation and spending, and lead to improved festival sustainability

Celebrate Ontario

- Do you plan to attract tourists from over 40 kilometres away?
- Do you have board buy-in?
- Is your festival unique?
- Do you plan to offer something new this year?
- Have you set aside additional budget to plan for and market to tourists?

Tourism Development Fund

- Develop research-based innovative and emerging tourism sectors;
- Support tourism organizations' capacity building;
- Encourage new private sector tourism investment attraction; and
- Enhance Ontario's overall economic competitiveness and opportunities for the Ontario tourism industry

Tourism Development Fund

IS IT THE RIGHT FIT?

- Does your idea span several communities?
- Is your idea non marketing/advertising?
- Will your idea encourage new tourists?
- Do you have community tourism and economic development partners?

Marketing Partnerships

- Ontario Tourism Marketing Partnership is our marketing agency
- Paid opportunities in print and web-based advertising
- Partnership opportunities if you are advertise to tourists beyond 100 kilometre or into the U.S.
- Free Opportunities:
 - Website event listings and overnight packages
 - Twitter feeds and social media channels
 - Hosting travel media

Other tools to assist you...

- Market research
- Trend data
- Economic Impact Model
- Planning support
- Reach out to your DMOs and RTO.

Thank you

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